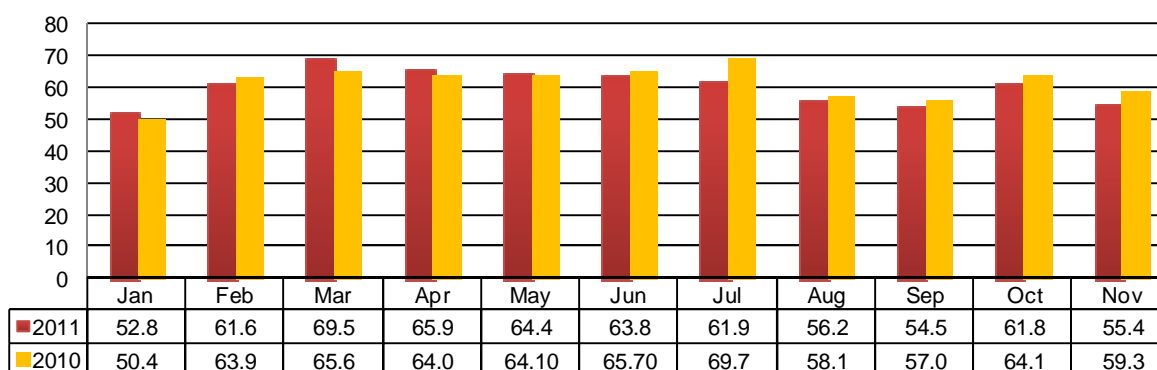


Monthly Dashboard

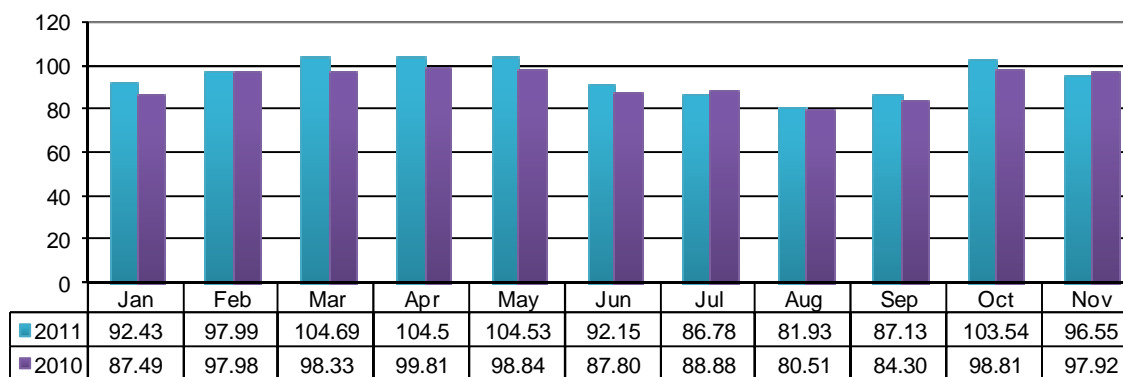
LA Lodging Indicators

Occupancy (%)



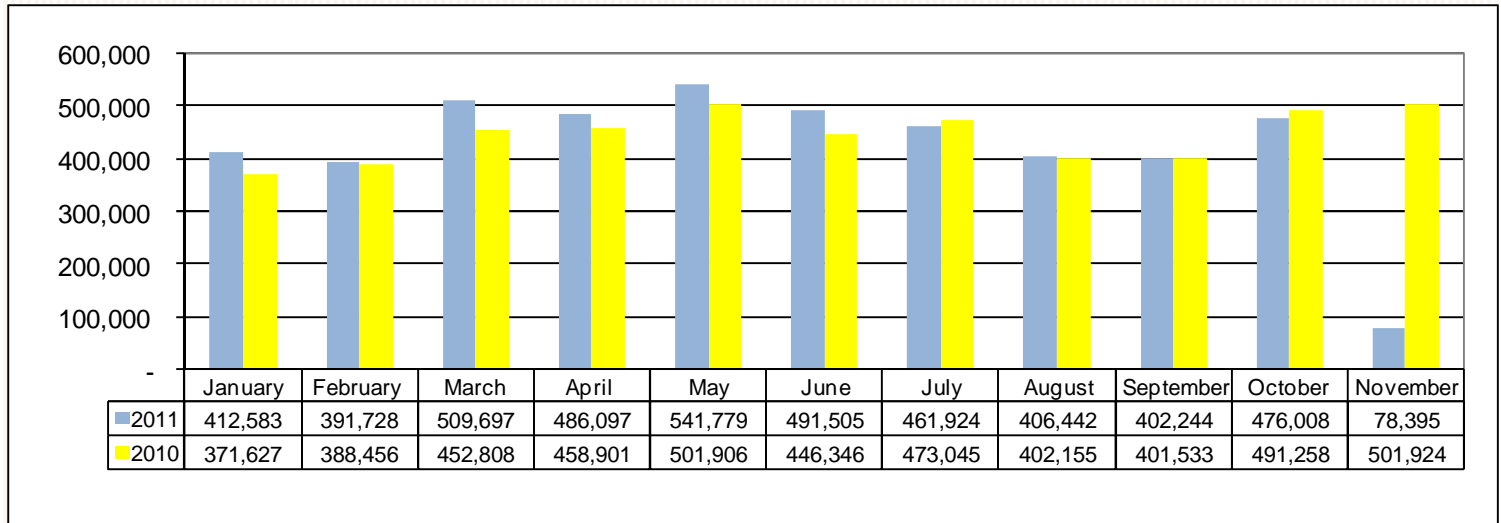
Louisiana statewide occupancy rates saw a small decrease in November's occupancy rate over October (-6.4%).

ADR



Louisiana statewide saw a minor decrease in ADR from October but remains strong overall.

Source: Smith Travel Research

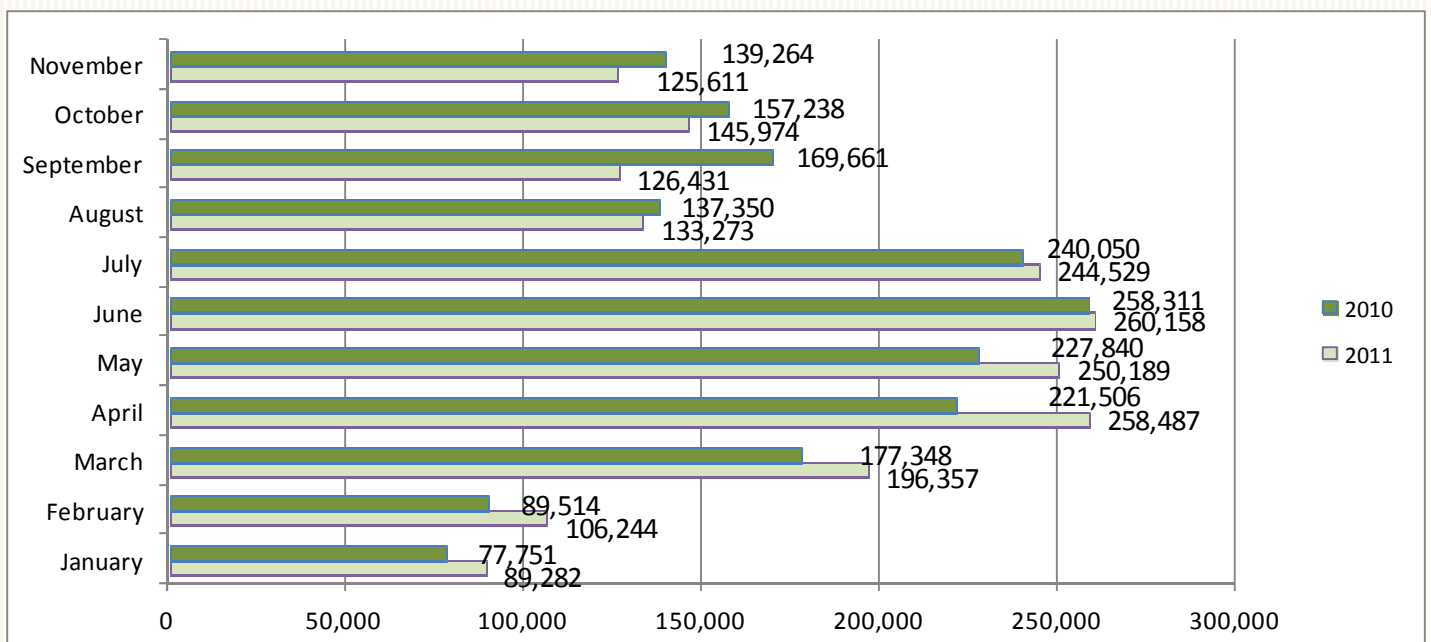
Louisiana Airport Traffic*

June, July, August, October & November enplanements for Monroe are not reported in total. Also, October & November enplanements for Lake Charles and November enplanements for New Orleans & Alexandria are not reported in total.

For individual airport traffic, please visit our Newsletter link at <http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

*Enplanements are defined as the number of passengers who board a flight, including origination, stop over and connections.

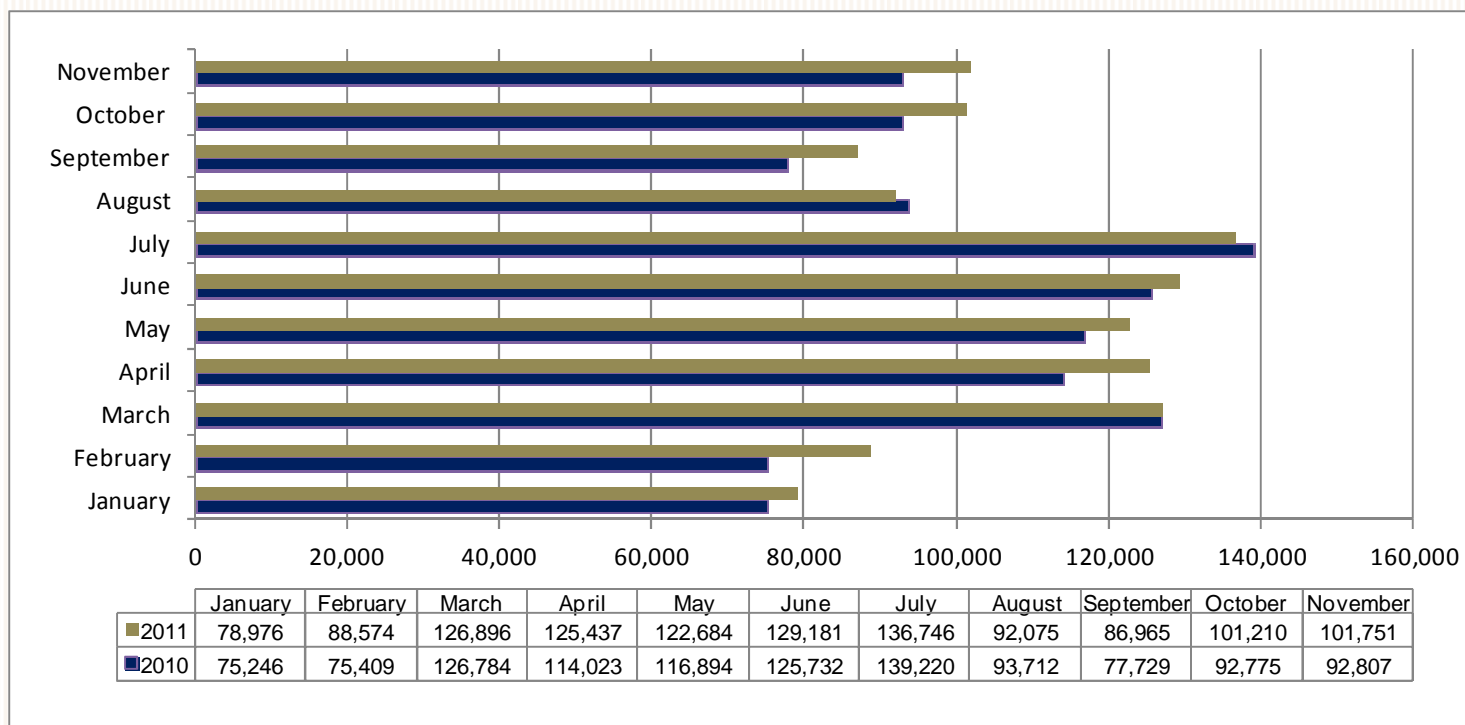
Source: Individual LA airports (New Orleans, Baton Rouge, Lafayette, Shreveport, Lake Charles, Monroe, and Alexandria)

Louisiana State Parks Monthly Visitation

For detailed information, please contact Reggie Dumas with State Parks at 225-342-8106.

Source: Louisiana State Parks

Louisiana Welcome Centers Visitation



Overall, the Welcome Centers have seen a steady increase in visitors since the beginning of the year. Several centers were closed in May and June due to flooding, which caused a decrease in visitor counts. Kentwood closed in September for 9 months for DOTD work.

Top Ten Welcome Center International Visitor Totals: Jan - Nov 2011

Canada*	21,256
France	8,285
United Kingdom	7,767
Germany	7,426
Australia	4,760
Mexico	4,558
Netherlands (Holland)	1,815
Italy	1,438
Belgium	1,293
Spain	1,263

Top Ten Welcome Center Domestic Visitor Totals: Jan - Nov 2011

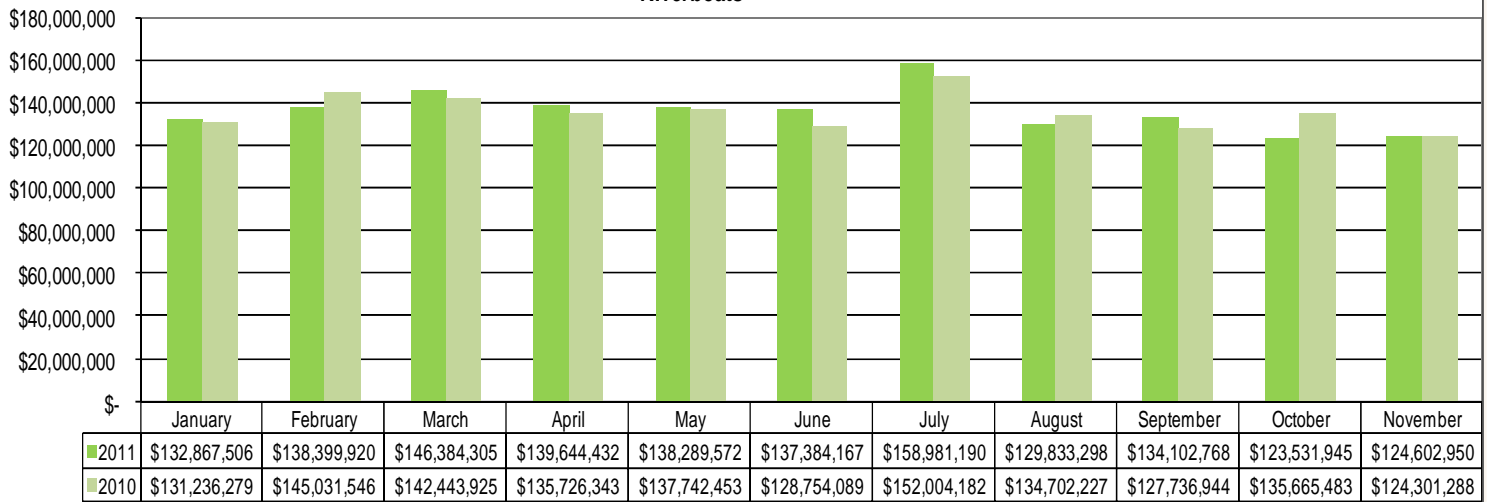
LA	286,581
TX	233,106
MS	92,548
FL	61,023
AL	53,294,
GA	28,351
TN	19,050
CA	18,900
IL	17,337
OK	15,421

*Canada includes all of Canada provinces captured.

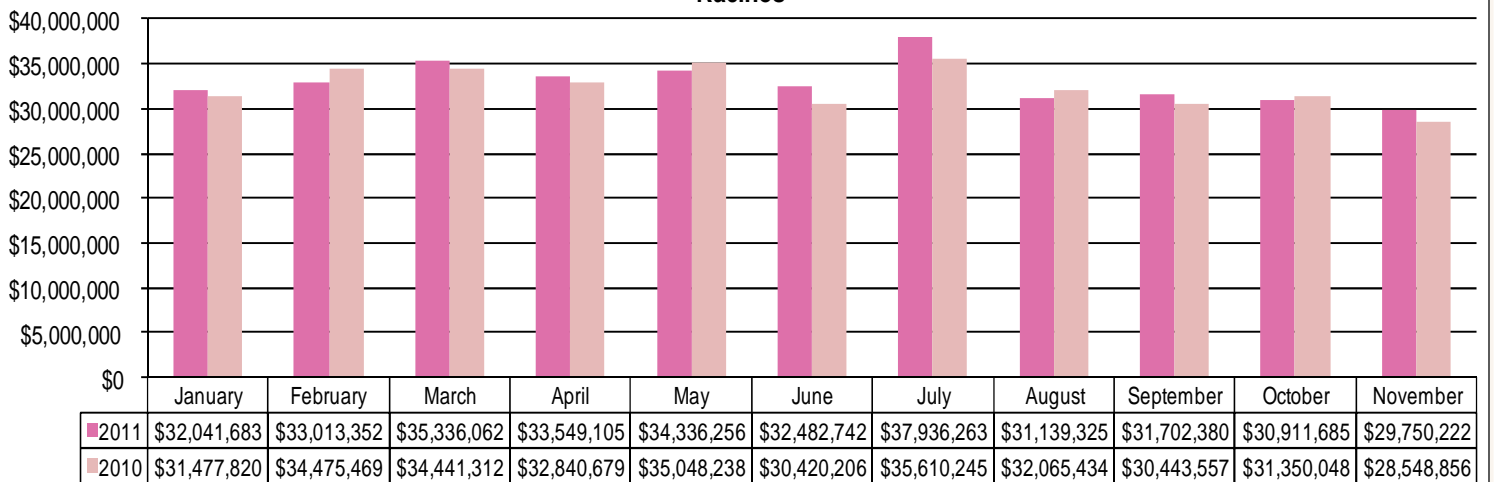
For individual welcome center monthly totals, please download our Newsletter at
<http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

Louisiana Gaming Gross Revenue

Riverboats



Racinos



Land-based

